



Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	32	\$10,675.00	\$9,073.75	0.00
Totals	32	\$10,675.00	\$9,073.75	0.00

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norton			Start Of Order - End Of Order	100%

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	22%	\$19,570.83
WITI	27%	\$24,018.75
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	39%	\$34,693.75
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	08/13/12	08/14/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
6AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	MT-----		2		\$50.00		0.00					
E 2	WDJT	08/13/12	08/14/12	CBS Mrning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a	MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
EARLY SHOW															

Order / Rev: 163171
 Alt Order #: 06265371
 Flight Dates: 08/07/12 - 08/14/12

Advertiser: Poli/T Thompson/R/Sen/WI
 Product Desc: THOMPSON FOR SENATE
 Estimate: 2581

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	08/13/12	08/14/12	CBS Mning Nws M-F 7-9a CBS This Morning M-F 7a-9a	CM	7a-9a MT-----	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
EARLY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	MT-----				2	\$50.00		0.00			
E 3	WDJT	08/12/12	08/12/12	Eye to Eye Eye to Eye 7a	CM	7a-730a -----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
EYE TO EYE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1				1	\$150.00		0.00			
E 4	WDJT	08/08/12	08/10/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p --WTF--	:30	4	\$225.00	P-2	0.00	NM	4	\$900.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				4	\$225.00		0.00			
E 5	WDJT	08/13/12	08/13/12	CBS58 Nws 5p M-Sa/530M CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p 1-----	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$225.00		0.00			
E 6	WDJT	08/07/12	08/10/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				4	\$500.00		0.00			
E 7	WDJT	08/13/12	08/13/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00		0.00			
E 8	WDJT	08/07/12	08/10/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p --WTF--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				4	\$500.00		0.00			
E 9	WDJT	08/13/12	08/13/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00		0.00			
E 10	WDJT	08/07/12	08/12/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p --WTFSS	:30	6	\$500.00	P-2	0.00	NM	6	\$3,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTFSS				6	\$500.00		0.00			
E 11	WDJT	08/13/12	08/13/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p 1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00		0.00			
E 12	WDJT	08/08/12	08/08/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p --1----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
JEOPARDY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----				1	\$500.00		0.00			
E 13	WDJT	08/08/12	08/10/12	Morning News M-F 6a - 7a M-F 6a - 7a	CM	6a-7a --WTF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00
6AM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--WTF--				2	\$50.00		0.00			
E 14	WDJT	08/08/12	08/10/12		CM	7a-9a --WTF--	:30	2	\$50.00	P-2	0.00	NM	2	\$100.00

Advertiser:	Poli/T Thompson/R/Sen/WI
Product Desc:	THOMPSON FOR SENATE
Estimate:	2581